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September 14, 1992

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Advertising Age

Crain's International Newspaper of Marketing • In Two Sections • Section 1 • $2.50 • $3.00 in Canada • £5.00 in U.K.

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LAST MINUTE NEWS

Revlon mulls shops for $50M int'l account

NEW YORK—Revlon is talking with agencies about assigning its $50 million international account, industry executives said.

Among the agencies that have met with the cosmetics marketer are Bozell, a former Revlon agency, and CME KHBB, the new, third worldwide network of Saatchi & Saatchi Co. formed last week *(see story on Page 4)*.

Revlon International President Paul Block said: "It is really not a formal search. There were earlier conversations that have been put on hold for a month." Currently, there's no single agency of record for Revlon's international business. Instead, local shops adapt and place U.S. advertising created by Revlon-owned Tarlow Advertising.

The cosmetics marketer recently moved its U.S. national TV buying assignment to the Greenberg Partnership from Young & Rubicam; KSL Media handles spot buying. Revlon spent $63.8 million on all U.S. measured media in 1991, according to

(Continued on Page 8)

GM's cuts nick rental cars

Avis, National reduce ad spending as they lose co-op support

By Ira Teinowitz

General Motors Corp.'s cost-cutting mission is spreading to car rentals and could result in one of the biggest changes in the history of car rental marketing.

For the 1993 model year, GM is virtually eliminating the cooperative advertising allowances it gives Avis Rent-A-Car and National Car Rental System. As a result, Avis and National said they will immediately cut ad spending by as much as 25%.

On top of the co-op cutback, GM and other auto marketers are raising the cost of cars sold to rental companies by 15% to 45%.

The twin salvos may spell an end to the industry's high ad-spending ways and affect future price promotions.

GM's co-op payments provided an estimated $7 million to $8 million a year to Avis, $2 million to National and as much as $5 million to Alamo Rent-A-Car, car rental executives say.

Avis spent $31 million on measured media advertising last year, while Alamo spent $29 million. National had announced plans for an $11 million campaign this year.

The sudden change will force Avis to re-evaluate all its marketing efforts, from media advertising to frequency programs, said Robert Cardello, VP-marketing.

Advertising, however, will take the biggest hit, he said. That will affect Avis' agency, Backer Spielvogel Bates, New York.

National, which has been building up TV advertising, said it too would cut back but added the change will also affect creative. Chiat/Day/Mojo handles.

"The bad news is that it will be less dollars," said Geoff Corbett, exec VP-sales and marketing at National. "The good news is that with the money from GM reduced, there will be less restriction on

(Continued on Page 76)

Joe Wilcox

Lee Iacocca

It's Lee's last hurrah as Chrysler pitchman

After 14 years and 61 commercials, Iacocca exits

Before Chrysler Corp. Chairman Lee Iacocca retires at the end of the year, he'll appear in one final TV commercial to introduce Chrysler's new family-size LH sedans, deemed the company's most important new-car launch in a decade.

Last week, in his office at Chrysler headquarters, Mr. Iacocca, 67, met with Advertising Age *Detroit Bureau Chief Raymond Serafin to discuss one aspect of his storied career, his involvement in advertising.*

ONE ON ONE

Advertising Age: *The commercial that will break Sept. 21 to introduce the LH cars is the 61st one you've appeared in. How can you say it's really your last?*

Mr. Iacocca: I don't think it was appropriate for me to do commercials to start with, but that was a different era. I'm against chief executives doing commercials. But when we came in here, people had written us off. We were bankrupt, and we had credibility in nothing.

So my advisers said we'd better tell the public we are not only here, but we're alive and kicking and we are going to do some great things. And then, enter the era of the personality: Will people believe the guy who's got the job of turning it around that he will turn it around, and will they trust him?

That's the way it got started, but it would be foolhardy, I think, to continue after you're gone. I mean, what the hell would you do that for? So it served its purpose through two turnarounds, I think. Because now the last couple of years the commercials have all been on how we reinvented the company and why it was so necessary.

You could say if there's another crisis some-

(Continued on Page 74)

Agencies look outside ad world to fill crucial roles

Y&R taps consultant; EPB hires PR veteran

By Pat Sloan

A glimpse of what might become the ad agency of the future emerged last week when two shops took the dramatic step of naming non-advertising executives to top-level posts.

Young & Rubicam Inc. named Steve Heyer, 40, a former senior partner at management consultant Booz Allen & Hamilton, as an exec VP with responsibilities for all divisions of the massive communications company.

At the same time, Bethesda, Md.-based Earle Palmer Brown Cos. announced that Bill Southard, 35, formerly a public relations executive, would become president of the agency's New York office.

Neither Mr. Heyer nor Mr. Southard has ever worked for an ad agency before, and their high-level appointments indicate Madison Avenue wants to bring a fresh viewpoint that combines various marketing disciplines to the top levels of agency management.

This comes on the heels of last year's change at Ketchum Communications, Pittsburgh, which named a new president-ceo, Paul H. Alvarez, whose primary experience also is in PR.

"What you're seeing in the case of both agencies is an attempt to get organized so the different instruments in the orchestra play from the same sheet of music," said agency consultant Herbert Zeltner. "They are looking for a different kind of conductor rather than the superstar creative or top account guy."

At Y&R, part of Mr. Heyer's job will be to integrate more efficiently the marketing

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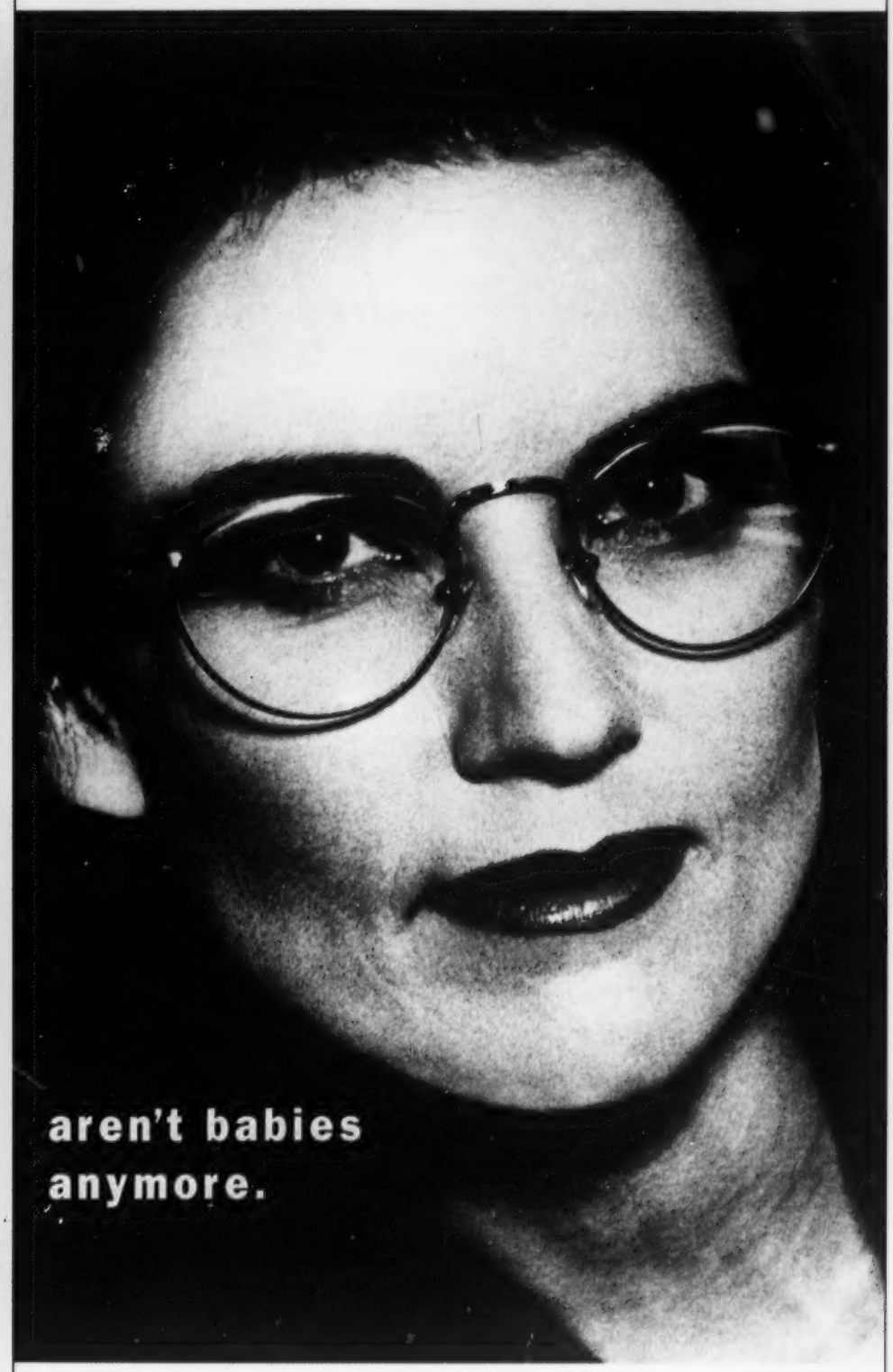
Baby boomers...



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Source: 1992 Mendelsohn Affluence Survey. Base: Total Women.

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Vol. 63, No. 37—ADVERTISING AGE (ISSN 0001-8899) is published weekly (except for a special issue the fourth week in September and a combined year-end issue in December) by Crain Communications Inc. at 740 Rush Street, Chicago, IL 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy, $84 a year, $134 two years. Add $151 per year for air delivery to Europe & Middle East. Add $79 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation, DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207-3185 1-800-678-9595. Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48103. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service, Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45402 (800 227-4908).

Movie success goes beyond box office

Even a flop's promotions can be winners with some publicity

By Marcy Magiera

The lesson marketers are taking away from Hollywood this summer is that it doesn't matter whether a movie wins or loses at the box office, but how it plays the publicity game.

Movies like Paramount Pictures Corp.'s "Cool World" and Warner Bros.' "Batman Returns" performed below studio expectations but still proved to be good investments for their promotional partners.

"Cool World" got tons of media attention before its July 10 opening, with coverage focusing on the movie's ambitious combination of live action and animation, actress Kim Basinger's racy role as celluloid bombshell Holli Would and a Paramount publicity stunt that perched a giant Holli atop Los Angeles' famed Hollywood sign.

When the film opened, it bombed, ringing up a paltry $14 million in ticket sales during the month it played in theaters.

"That movie was like [live-action/animated blockbuster] 'Roger Rabbit' meets [legendary big-budget flop] 'Ishtar,' " said Rick Hill, VP-marketing for Barq's. The soft-drink marketer developed a monthlong in-store sweepstakes promotion around "Cool World," offering life-size cardboard cutouts of Holli Would among other prizes.

But despite the film's short box office life, Mr. Hill said he considers the promotion with "Cool World" a successs.

He stopped short of crediting the promotion with actually selling more root beer, but "the publicity generated a huge amount of bottler interest."

The sweepstakes promotion also helped Barq's expand distribution in convenience stores and persuaded the stores to devote display space usually reserved for soft-drink giants Coca-Cola USA and Pepsi-Cola Co. to the smaller Barq's brand.

"I believe when you're doing these promotions, you get all your value upfront," often before the movie even opens, Mr. Hill said.

Therein seems to lie the guideline for a successful movie promotion: Start early and finish fast, before the movie has a chance to flop.

Even the No. 1 film of the summer, "Batman Returns," is viewed by many Hollywood executives as a disappointment.

While "Boomerang" and "Cool World" (above)—two movies that were part of Paramount's "Passport to Summer Entertainment II" promotion—fared poorly at the box office, their promotional partners came away satisfied with their investments, thanks in part to huge publicity efforts by the studio.

True, it's sold almost $160 million in tickets. But it surely won't meet the $200 million-plus, six-month run expectations set up by previous summer hits like Tri-Star Pictures' "Terminator 2: Judgment Day" and Warner's original "Batman."

Nevertheless, "Batman Returns" promotional partner Choice Hotels International credits consumer awareness about the movie with bumping up its summer business.

"We're having one of the best summers ever as a company," said Betsy Bromberg O'Rourke, VP-corporate relations. "We attribute a lot of it to the tie-in with the Batman movie."

Choice, parent of the Sleep, Comfort, Quality, Clarion, Friendship, Econo Lodge and Rodeway chains, reports bookings are up 30% for the summer.

Though the marketer admits the spring airfare specials may have helped boost bookings, it cites as a bigger factor the "Batman Returns" $250,000 cash sweepstakes promotion, generating more than 100,000 entries.

Ads for the promotion, created by Gray Kirk/VanSant, Baltimore, broke June 5, the day the airfare specials ended and two weeks before the movie's June 19 opening.

Likewise, Forte Hotels' Travelodge chain was "exceedingly happy" with its role in Paramount's broad "Passport to Summer Entertainment II" promotion, said Dwight Gould, VP-marketing for Forte.

"Everything for us was front-loaded," said Mr. Gould, echoing other marketers' sentiments.

Though only one of the program's four films—"Patriot Games"—could be considered a bona fide hit, the glamour aspect of the movie tie-in "gave us the spearhead we needed for our on-scene programs," Mr. Gould said.

A program giving away Paramount movie tickets to guests staying five nights at Travelodge was especially successful, he said.

The "Passport" program joined Travelodge, the Subway fast-food chain and Musicland Group in a broad promotion with "Patriot Games," "Cool World," "Boomerang" and "Bebe's Kids."

Travelodge is already talking to Paramount about reprising the promotion next summer, Mr. Gould said.

Similarly, Barq's Mr. Hill said "Cool World" hasn't soured the company on movie tie-ins. But he can't help wishing "Cool World" had been more successful.

"It would have been phenomenal if it had been a success like 'Wayne's World,' " he said. □

Kiwi takes flight with low air fares to four markets

By Laura Loro

Never mind the financial woes that have beset the airline industry. Kiwi International Air Lines is betting it can find a niche by offering flights to a limited number of markets with rates 50% below its competitors' unrestricted fares.

Newark, N.J.-based Kiwi expects to start business-class service Sept. 21, pending Federal Aviation Administration and Department of Transportation approval. Kiwi will fly to Newark; Chicago (Midway); Atlanta; and Orlando, Fla. (AA, July 20).

Kiwi, formed by 150 airline veterans, projects first-year revenues of $47 million.

The company is named after a flightless bird, native to New Zealand. It was chosen by a core group of managers to commemorate "losing their wings" as a result of airline bankruptcies and consolidations.

"The experience and determination of all involved in the company will give our kiwi bird flight," said CEO-President Robert Iverson in a statement.

The airline has broken ads via Gianettino & Meredith, Short Hills, N.J., touting limited $99 one-way tickets.

When it came time to choose an ad agency, Kiwi was inundated with calls.

"I never realized how many advertising agencies there were before. I think every one called," said Lisbeth Mack, VP-sales and marketing, a former account manager with American Airlines.

Gianettino got the $1 million account, she said, because "they understand our marketing philosophy and support what we are trying to get across."

"It's a rare opportunity to develop the full scope of advertising, logo development and implementation, and collateral for an airline, and we're proud to have been selected to get Kiwi off the ground," said Ron Gianettino, the agency's chairman-ceo.

Kiwi's tickets carry no restrictions—no advance purchase, no round-trip requirements, no minimum stay.

"You can call two minutes ahead of time and you don't have to stay seven years," Mr. Gianettino joked.

The $99 fare ad keys on this humor. An asterisk follows the phrase "No fine print." The copy following the asterisk below reads, "Zero, zilch, zippo." □

P&G's peanut butter share gets boost with Simply Jif

By Jennifer Lawrence

Procter & Gamble Co. is fortifying its peanut butter business with Simply Jif, a low-salt, low-sugar version of the top-selling Jif brand.

While regular Jif has felt the effects of Hershey Foods Corp.'s up-and-coming Reese's peanut butter, Simply Jif has become the No. 4 brand since it went national in July 1991.

In fact, only Simply Jif and Reese's peanut butter showed sales and share growth in the nearly $1 billion peanut butter market for the 52-week period ended May 23.

No. 1 Jif dropped to a 31.3% share from 32.8% one year earlier; CPC International's No. 2 Skippy went to 20.1% from 21.6%; ConAgra's Peter Pan declined to 14.8% from 18.5%, according to Nielsen Marketing Research.

During the same period, Simply Jif jumped to a 3.9% share from 0.2%, with supermarket sales of nearly $38 million. Reese's peanut butter, which rolled national in March, catapulted to the No. 6 brand, landing a 1.9% share in just three months.

P&G executives maintain that Simply Jif's growth has come from new business and hasn't cannibalized the parent Jif brand.

"We identified a segment of the population looking for ways to reduce salt and sugar intake," a P&G spokeswoman said.

A new Simply Jif spot extols the brand's taste and nutrition.

Peanut butter leaders

Brand	1992 market share
Jif	31.3%
Skippy	20.1
Peter Pan	14.8
Simply Jif	3.9
Smucker's	3.9
Reese's	1.9

Source: Nielsen Marketing Research

A 45-second network TV spot from Grey Advertising, New York, uses the theme "Another wholesome choice for choosy moms."

Called "Park," the commercial shows two mothers talking about selecting food that's either low in sugar or low in salt. One of the women says she's discovered Simply Jif, which is positioned as the peanut butter that's low in salt and sugar and "less than any leading regular brand." Their children, of course, gobble up their sandwiches made with Simply Jif.

While Simply Jif is carving out a new segment, Reese's peanut butter is taking a bite out of regular Jif's lunch.

In its first three months of national distribution, Reese's peanut butter posted supermarket sales of nearly $19 million, according to Nielsen.

"Reese's peanut butter plays off our Reese's brand, and consumers can identify with that," said Bonnie Hinkson, senior public information representative at Hershey Foods.

Advertising from DDB Needham Worldwide, New York, carries the theme "Sometimes the best new idea is the most obvious."

Despite the success of Simply Jif, P&G is watching Reese's peanut butter.

P&G "must be feeling the effect of the launch of Reese's," said Lynne Hyman, analyst at First Boston Corp. □

Print ads top TV in reaching 'influentials'

By Julie Liesse

"Influential" Americans are more brand loyal but just as skeptical about advertising as the general public.

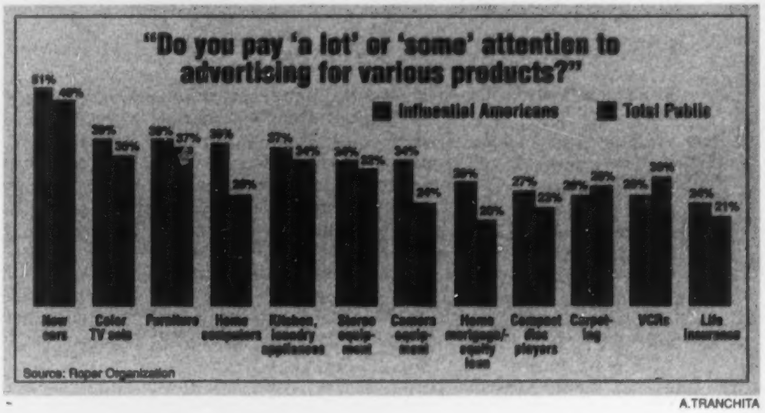
Influential consumers, defined as those with a high level of community or political involvement, find print advertising more effective than the average American but are less swayed by TV advertising.

They're also more apt to be irritated by intrusive advertising, including commercials in movie theaters or on videotapes, and ads piped into stores. Some 58% said they're annoyed by commercials run in movie theaters, compared with only 37% of the general public.

Influentials represent about 10% to 12% of the population, according to the third annual report on influential Americans, conducted by the Roper Organization and sponsored by *The Atlantic*. The analysis is taken from more than a dozen nationally representative surveys, each consisting of 2,000 personal interviews with Americans ages 18 and older.

In 12 of 13 categories of package goods, influential consumers are more likely than the average to be brand loyal—meaning they know what brand they want before going shopping. And in most cases, influentials are willing to pay for a higher-price brand as well, a habit that extends into buying durable goods.

This group of consumers likes advertising with money-back guarantees and third-party, "scientific" claims based on survey results or the backing of a well-known organization. But influential consumers are less moved than the average by celebrity endorsements, hidden camera interviews and banners like "new and improved."



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influentials pay more attention than the average to ads for new cars, computers and most consumer electronics, including TVs, compact disc players and cameras.

Although they use mass media like magazines and TV for information including advertising, these consumers do far more business than the average American via direct response. Nearly twice as many said they ordered merchandise by mail or by using a toll-free telephone number in the past three months. □

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42A26

Ad test methods travel well

Despite doubts, Research Systems exports ARS

By Scott Hume

TV spots differ in style between countries, but the way they're tested to gauge viewers' response is becoming more uniform.

Research Systems Corp. last month opened its fifth office outside the U.S. in Paris and is projecting operation in 22 countries by the end of 1996. Research Systems Corp. France is a joint venture with French researcher Dorset Developpement.

RSC's flagship service is ARS Persuasion, a model and methodology for gauging a spot's effectiveness in influencing viewer preference for one consumer brand over another.

RSC claims to have 40% of the U.S. market for TV commercial testing, with ASI Market Research, New York, and McCollum/Spielman Worldwide, Great Neck, N.Y., among the other top players in the field.

Mirroring the globalization of its package-goods clients, RSC is expanding ARS outside the U.S. as well as its Outlook software model that predicts ad wear-out and other services. The research company has found that while advertising may differ widely in approach and look, what works and how to predict that remain surprisingly constant.

"In every country we've gone into, we've had people tell us the methodology we use in the U.S. won't work there," said RSC President Meg Blair. "We've been ready to believe that, and change the methodology as necessary, but we've said, 'Well, let's see' . . . we thought we'd have to make changes because we kept being told we'd have to. But we haven't yet."

Founded in 1974 in Evansville, Ind., RSC last year began its international expansion, opening an office in Canada and establishing joint ventures in Mexico (with the Marketing Group, Mexico City), Brazil (with Toledo & Associados, Sao Paulo) and the U.K. (with Scantel, Manchester).

Three more European offices and another in Latin America will be announced by yearend, Ms. Blair said. Offices in Japan and other Pacific Rim markets will be part of the 22-country goal for 1996.

Among the conclusions RSC has drawn from testing more than 5,000 spots in the U.S. are that brand differentiation is the most effective strategic element in a TV spot and that demonstrating a product in use is the most effective executional element.

Also, humor and celebrity endorsements have been shown to have relatively little influence on how persuasive a given spot will be. Convenience and competitive comparison are more effective.

RSC encountered a great deal of skepticism from U.K. marketers and agencies that the same conclusions would be drawn there, "but we've found them to hold true," Ms. Blair said.

The pattern continues in other markets the company is entering, she said. □

Poll: New-biz issues are divisive

NEW YORK—It's definitely not getting any easier out there.

"New-business" issues concerning compensation, creative spec work, the business development-search process and mutual expectations are increasingly polarizing agencies and clients, according to results of a survey conducted this summer by Lynnda Pollio while working as an independent advertising industry consultant on new-business programs.

Based on replies to her questionnaires on the agency search process, Ms. Pollio said clients are first attracted to an agency by its marketing successes, then by creative reputation, followed by agency culture, enthusiasm, category experience, personal relationships, referrals, press exposure and awards.

Ultimately, advertisers said, creative work is the deciding factor.

Asked what annoys them most about agencies seeking their business, advertisers cited "not understanding my needs," followed by excessive phone calls and mailings, unprofessional credential materials and "talking head" reels.

Ms. Pollio, now exec VP for business development at McCaffrey & McCall, mailed questionnaires to 100 agency chiefs and 100 marketing heads at clients, with a 26% return rate.

On the agency side, 75% said they have active new-business programs.

Asked whether clients deal fairly and effectively with agencies during the review process, 50% clearly said no; the other half responded with "usually," "sometimes," "yes and no," "somewhat" and "varies considerably."

Agencies said they were bothered most during reviews by requests for creative spec work.

Ms. Pollio said her survey provides strong evidence of deepening strains that trace back to advertisers seeking new ideas, better results and more dedicated agencies as they battle to stay ahead of fickle consumers. □

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Rodale Press nurtures growth with spinoffs

Publisher also looks abroad, ups title frequencies

By Scott Donaton

EMMAUS, Pa.—Rodale Press is focusing on growth from within while seeking to expand its magazine group.

The publisher is developing a number of spinoffs from established magazines, taking its first steps into the international market and increasing the frequency of at least four titles next year.

The cautiously aggressive growth strategy comes as Rodale continues to buck the recession with solid circulation and ad gains.

In the development area, Rodale next year will relaunch *Mountain Bike*, acquired five years ago but since folded into *Bicycling*, as a separate newsstand publication. It may also test *Women's Health*, a women's version of *Prevention* spinoff *Men's Health*, in early 1993.

Another *Prevention* spinoff, *Quick & Healthy Cooking*, will be published quarterly next year after two test issues this year. And Rodale is deciding whether to continue to test *Young Executive*, a *Men's Health* spinoff whose first test issue earlier this year produced "average" results, company executives said.

Like several other publishers, Rodale is testing most new ideas by publishing "special" issues of existing magazines.

"These are chances to test consumer interest," said John Griffin, president of Rodale's magazine division. "We want to test our magazines with readers first. If they do well enough, we start to look at the ad potential.

"We are very focused. We're not going to look at any magazine that's not how-to, motivational" or focused on health, fitness or home.

Mountain Bike will be launched in February, said Chuck McCullagh, group VP and publisher of *Bicycling*. It will be sold only on newsstands with an initial distribution of 120,000.

Bicycling still will offer subscribers a higher-price "plus" edition with a "Mountain Bike" section.

Mountain biking "seems to be where the interest is, both from the consumer and the advertiser," Mr. McCullagh said.

The frequency of *Mountain Bike* will mirror that of *Bicycling*, which will increase from 10 to 11 times yearly in 1993 and to monthly in 1994.

All episodes of *Bicycling's* new TV show on ESPN will focus on mountain biking next year. The magazine will probably air eight hourlong shows in 1993, up from six half-hour shows this year, and will formally offer an ad package linking magazine pages and TV spots.

"The marketing tactic is to use the TV show to sell pages in the magazine" through cross-media deals, Mr. McCullagh said.

Women's Health was briefly tested three years ago as a spinoff of *Prevention*, and Rodale is considering another test early next year, said company President Robert Teufel. Mr. Teufel said it's too early to discuss details but indicated Rodale is motivated by the growth of 6-year-old *Men's Health*.

Men's Health will increase frequency from every-other-monthly to nine times a year in 1993, when the magazine expects to turn its first profit. Executive Editor Michael LaFavore said the frequency increase should make the magazine more attractive to advertisers.

"Nine times gets us on the schedules we need to be on" to compete with monthlies, he said. "We'll probably add a 10th issue eventually, but it doesn't make sense to go monthly."

On the international front, *Men's Health* will launch a German-language edition next year in a licensing agreement with Frankfurt-based publisher Target and will sell copies of the U.S. edition on newsstands in the U.K. The title is also in talks with publishers in Europe and other international markets for licensing and joint venture deals.

Runner's World and *Bicycling* are also exploring international editions. *Runner's World* is evaluating the results of a recent test of local-language editions in Germany and Scandinavia. *Bicycling* will meet soon with Germany's Target to discuss a licensing agreement.

"Our goal on international this year is to get our toe wet," Mr. Griffin said. "We don't really have a plan."

Also increasing frequency next year are Rodale's *Backpacker*, which will go from eight to nine issues, and *Scuba Diving*, which will go from six to eight.

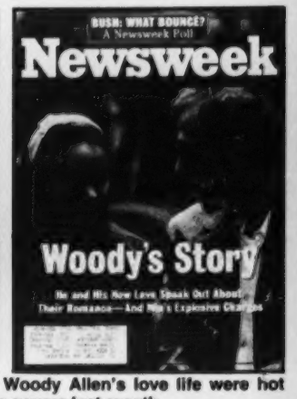
Scuba Diving, launched in May, will become the fifth title in the Rodale Active Network group discount advertising package next year.

"The fact that we've been able to maintain our mature magazines and keep them fresh and launch new products at the same time is fantastic," Mr. Teufel said.

Ad revenues for Rodale's magazines totaled $28.3 million for issues dated January through May, according to Publishers Information Bureau, up 10.6% from the same period last year. □

Rodale titles including *Men's Health* and *Scuba Diving* are bucking the industry slump.

COVER STORY



President Bush's campaign and Woody Allen's love life were hot topics for magazine covers last month.

Sex, politics meet on August covers

Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearance on the covers of more than 30 of the nation's leading publications.

President Bush just can't get a break.

Just as the president was counting on coverage of the Republican National Convention to help boost his visibility, what happens? Actor/director **Woody Allen's** breakup with longtime love Mia Farrow and his involvement with Ms. Farrow's adopted daughter come to light.

MEDIA WORKS

The media attention on those revelations meant the president had to settle for a first-place tie with Mr. Allen in the August Cover Story competition, with 14 points each.

The Cover Story survey assigns point values to cover appearances based on factors such as prominence of the photo and frequency of the publication.

Third place, with 10 points, went to **Bosnian** refugees and their tales of terror and atrocities at the hands of Serbian captors.

In another mix of politics and pop culture, Arkansas Gov. **Bill Clinton**, the Democratic presidential nominee, tied **Marilyn Monroe**, the sex symbol who died under what some say are suspicious circumstances 30 years ago, for fourth with 8 points each.

There was also a tie for sixth place: "Good Morning America's" **Joan Lunden**, who continues to talk about learning to love the hard way, and **Princess Diana**, still the topic of rumors about an unhappy royal marriage, each got 6 points.

Sharing eighth place with 5 points each were actress **Geena Davis**; Tennessee **Sen. Al Gore**, the Democratic vice presidential candidate; and rapper **Ice-T**, who was embroiled in controversy about his song "Cop Killer." □

LAUNCHING PAD

New publication launches

'rAY GUn'

Ray Gun Publishing this month launches *rAY GUn*, a 10-times-yearly music and popular culture magazine. Circulation will be 40,000, with 35,000 on newsstands at $3.50 and the rest controlled to music and radio executives. A b&w page is $3,000; a color page is $4,000. Marvin Jarrett, former publisher-editor of *Creem*, is publisher and editor, Neil Feineman is executive editor, and Jaclynn Jarrett is ad manager. Offices are at 1223 Wilshire Blvd., Suite 819, Santa Monica, Calif. 90403. Phone: (310) 286-1183.

'New York Farmer'

North East Farm Publications introduced with a September issue *New York Farmer*. North East is a subsidiary of Rural Press (USA), publisher of *New England Farmer*. The monthly has a rate base of 18,000 with editorial sections on the agricultural market and political and technological developments. A b&w page is $896; a color page is $1,296. Steve Swann is publisher, Alan Knight is editor and Del Hall is ad director. Address is P.O. Box 4187, 50 Bay St., St. Johnsbury, Vt. 05819. Phone: (800) 444-1633.

'SoccerScene'

Yardis Corp. introduced with a September issue *SoccerScene*, a monthly tabloid for kids. A b&w page is $1,000; a color page is $1,300. Dan Bismark is publisher, Tom Slater is editor and John Rowley is ad director. Offices are at 9138 Westchester Pike, Upper Darby, Pa. 19082. Phone: (215) 789-2200.

'Bloomberg'

Bloomberg LP, owner of the Bloomberg Financial Markets Commodities News, has introduced *Bloomberg*. The monthly is available to the 20,000 users of the financial information terminal system. A b&w or color page costs $12,000. Michael Bloomberg is publisher, Matthew Winkler is editor in chief, and Robert M. Bruder and Lou Eccleston are sales directors. Offices are at 499 Park Ave., New York 10022. Phone: (212) 318-2200. □

Joe Mandese coordinates MediaWorks.

TRACKING SHARES

Hits and misses

As the networks move into the 1992-93 prime-time series in earnest, here's a reminder of how six agencies estimated the new shows will do, based on factors including pilots, lead-ins, lead-outs and performance of the previous show in that time slot:

Series (network)	Share of audience
Love & War (CBS)	26
Hearts Afire (CBS)	24
Hangin' With Mr. Cooper (ABC)	22
Bob (CBS)	22
Rhythm & Blues (NBC)	22
Golden Palace (CBS)	21
Loved by You (NBC)	19
Here & Now (NBC)	19
Up All Night (NBC)	19
Laurie Hill (ABC)	18
Going to Extremes (ABC)	17
Camp Wilderness (ABC)	17
Picket Fences (CBS)	17
Crossroads (ABC)	15
The Hat Squad (CBS)	15
Martin (Fox)	15
Delta (ABC)	14
The Little Women (CBS)	14
I Witness Video (NBC)	14
Covington Cross (ABC)	13
Dr. Quinn, Medicine Woman (CBS)	13
Pulaski Hill (CBS)	13
In the Loop (NBC)	13
The Round Table (NBC)	12
Secret Service (NBC)	12
The Edge (Fox)	11
Great Scott (Fox)	10
Melrose Place (Fox)	10
Ben Stiller Show (Fox)	9
Flying Blind (Fox)	9
Class of '96 (Fox)	9
Likely Suspects (Fox)	9
The Heights (Fox)	8
Key West (Fox)	7
Woops (Fox)	7

Source: Average of six major agency reports